

The CMS Medicare-Medicaid Coordination Office (MMCO) is pleased to announce the following technical assistance resources:

- Webinar: Strategies for Health Plans to Support Access to COVID-19 Vaccines for Vulnerable Populations
 - New Resources for Integrated Care COVID-19 Vaccination Blog
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1. Webinar: Strategies for Health Plans to Support Access to COVID-19 Vaccines for Vulnerable Populations

Date/Time: Thursday, April 1, 2021 – 12:30-2:00pm

Registration Link:

https://www.resourcesforintegratedcare.com/COVID19_Vaccination/2021_Webinar/Health_Plans_Support_Access_to_COVID-19_Vaccines_Vulnerable_Populations

Individuals dually eligible for Medicare and Medicaid are at higher risk for severe COVID-19 infection, and are hospitalized with COVID-19 at a rate three times higher than Medicare-only beneficiaries.¹ As COVID-19 vaccines become more readily available to beneficiaries, it's critical that high risk individuals are provided equitable access to the vaccine.

Health plans play a key role in promoting equitable access to and educating members on the importance of COVID-19 vaccines. This webinar will share strategies for how health plans can leverage benefits (e.g., transportation services), care coordination resources, and community-based partnerships to support members' access to vaccinations; use data to identify and target outreach to the most vulnerable members; and utilize effective and culturally competent communication and outreach strategies to address vaccine hesitancy. By the end of this webinar, participants should be able to:

- Identify strategies to promote equitable access to COVID-19 vaccines, including effective collaborations with community partners
- Describe how to use data to identify high-risk members and target outreach to encourage uptake of the COVID-19 vaccine
- Identify key considerations for effective communication and outreach strategies to increase vaccine confidence

Featured Speakers:

- Marvin Figueroa, Director, Office of Intergovernmental and External Affairs, U.S. Department of Health and Human Services
- Shelly Winston, Division of Part D Policy, Centers for Medicare & Medicaid Services
- Beejadi Mukunda, MD, Medical Director, MyCare Ohio, CareSource
- Jennifer Anadiotis, Director, Integrated Care Post-Acute Strategy, CareSource
- Alex Li, MD, Deputy Chief Medical Officer, L.A. Care Health Plan

¹ The Centers for Medicare & Medicaid Services. 2020. *Preliminary Medicare COVID-19 Data Snapshot*. Retrieved from <https://www.cms.gov/files/document/medicare-covid-19-data-snapshot-fact-sheet.pdf>

- Misty de Lamare, Director of Communications, L.A. Care Health Plan

Intended Audience:

This webinar is intended for a wide range of stakeholders including administrators, clinical leadership, care coordinators, and case managers at health plans (including Medicare-Medicaid Plans, Dual Eligible Special Needs Plans, and managed long-term services and supports plans), as well as providers and other health care and community-based organizations who are interested in strategies related to the communication and delivery of COVID-19 vaccinations during the COVID-19 public health emergency.

Registration Information:

After clicking the registration link hosted on <https://www.resourcesforintegratedcare.com> and completing the registration form, you will receive an email from do_not_reply@on24event.com containing event log-on information. The email also contains an attachment that, when opened, will save the event log-on information to an Outlook calendar. Check your Junk Email folder if you don't promptly see an event log-on email in your Inbox.

Viewing the Event:

On the day of the live event, please use the web link to join the webinar. You can access the platform using a computer, smart phone, or tablet. The audio portion of the presentation will automatically stream through your computer/device speakers. Please make sure that the volume on your speakers is turned up. Phone dial-in information will also be available during the live event if you are unable to listen to the audio through the computer/device speakers.

For individuals that will be **away** from a computer, smart phone, or tablet on the day of the live webinar event, please email RIC@lewin.com to request dial-in information.

Due to high demand on technical platforms due to COVID-19, it is possible that some users may experience challenges in accessing the live event. If you experience difficulty logging in or for any reason are unable to attend, note that the event recording will be available to view "On-Demand" approximately 45 minutes after the conclusion of the event. You can access the "On-Demand" recording at any time by clicking the registration link. If you have questions for presenters ahead of the live event, please submit those through the registration form. If you have any questions after viewing the live or "On-Demand" event, please email us at RIC@lewin.com.

2. New Resources for Integrated Care COVID-19 Vaccination Blog

Health plans can play a key role in supporting equitable access, uptake, and delivery of COVID-19 vaccinations through the engagement of members and providers. Ensuring that members receive COVID-19 vaccinations is particularly important to plans serving individuals dually eligible for Medicare and Medicaid, as the population is at high risk for severe outcomes from

COVID-19.^{2,3,4,5} To support plans in these efforts, Resources for Integrated Care (RIC) is spotlighting promising practices on vaccination access, uptake, and delivery in a series of blog posts.

Visit the blog here: https://www.resourcesforintegratedcare.com/COVID-19_Vaccination_Blog

Please check back weekly for new posts!

Resources for Integrated Care (RIC) develops and disseminates technical assistance and actionable tools for providers of beneficiaries dually eligible for Medicare and Medicaid based on successful innovations and care models. The RIC website features additional resources and tools for providers and health plans, available at <https://www.resourcesforintegratedcare.com>. RIC is supported by the CMS Medicare-Medicaid Coordination Office.

Please contact RIC@lewin.com or Gretchen.nye1@cms.hhs.gov with any questions.

² The Centers for Disease Control and Prevention. 2020. *COVID-19 – Older Adults*. Retrieved from <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/older-adults.html>

³ The Centers for Disease Control and Prevention. 2020. *COVID-19 – People with Certain Medical Conditions*. Retrieved from <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-with-medical-conditions.html>

⁴ The Centers for Disease Control and Prevention. 2020. *COVID-19 – People with Disabilities*. Retrieved from <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-with-disabilities.html>

⁵ The Centers for Medicare & Medicaid Services. 2020. *Preliminary Medicare COVID-19 Data Snapshot*. Retrieved from <https://www.cms.gov/files/document/medicare-covid-19-data-snapshot-fact-sheet.pdf>